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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/451,160	11/30/1999	STEVEN R. BOAL	80.142-002	8692

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RONALD P. KANANEN, ESQ  
RADER, FISHMAN & GRAUER P.L.L.C  
1233 20TH STREET N.W.  
SUITE 501  
WASHINGTON, DC 20036

EXAMINER

CHAMPAGNE, DONALD

ART UNIT

PAPER NUMBER

3622

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13

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/451,160	BOAL, STEVEN R.	
Examiner	Art Unit		
Donald L. Champagne	3622		

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

1)  Responsive to communication(s) filed on 27 March 2002 .

2a)  This action is **FINAL**.                            2b)  This action is non-final.

3)  Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

4)  Claim(s) 1-25 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.

5)  Claim(s) 24 and 25 is/are allowed.

6)  Claim(s) 1-23 is/are rejected.

7)  Claim(s) \_\_\_\_\_ is/are objected to.

8)  Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

9)  The specification is objected to by the Examiner.

10)  The drawing(s) filed on 30 November 1999 is/are: a)  accepted or b)  objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

11)  The proposed drawing correction filed on \_\_\_\_\_ is: a)  approved b)  disapproved by the Examiner.

If approved, corrected drawings are required in reply to this Office action.

12)  The oath or declaration is objected to by the Examiner.

**Priority under 35 U.S.C. §§ 119 and 120**

13)  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a)  All b)  Some \* c)  None of:  
1.  Certified copies of the priority documents have been received.  
2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_.  
3.  Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
\* See the attached detailed Office action for a list of the certified copies not received.

14)  Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).  
a)  The translation of the foreign language provisional application has been received.

15)  Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

**Attachment(s)**

1)  Notice of References Cited (PTO-892)  
2)  Notice of Draftsperson's Patent Drawing Review (PTO-948)  
3)  Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_

4)  Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_  
5)  Notice of Informal Patent Application (PTO-152)  
6)  Other: \_\_\_\_\_

## DETAILED ACTION

### ***Claim Rejections - 35 USC § 112***

1. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

2. Claims 1-23 are rejected under 35 U.S.C. 112, first paragraph, as containing subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention. “device ID” and “device information” is new matter.

### ***Claim Rejections - 35 USC § 102 and 35 USC § 103***

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1, 3-6, 14, 15, 19 and 21 are rejected under 35 U.S.C. 102(b) as being anticipated by, or, in the alternative, under 35 U.S.C. 103(a) as obvious over Emaginet.
6. Emaginet teaches (independent claims 1 and 19) an electronic coupon distribution system and method for its operation, the method comprising: collecting information from a client system, which reads on “a device of a client system”, without obtaining information sufficient to specifically identify the user, which reads on “device information”.

7. Emaginet does not teach associating a device ID with the device information at the main server system. However, under the principles of inherency (MPEP § 21112.02), since the reference invention necessarily performs the method claimed, the method claimed is considered to be anticipated by the reference invention. As evidence tending to show inherency, it is noted that the reference does teach sending "offers" directly to the user's desktop, which reads on device, which would necessarily require identification (ID) of the device. Since targeting requires sending offers consistent with the device information, the device information is necessarily associated with the device ID.
8. Emaginet also teaches selecting coupons according to the device information, and also therefore according to the device ID because the latter is associated with the former; and transmitting the selected coupons from the main server system to the client system.
9. Emaginet teaches claims 3 and 21, inherently, as noted in para. 7 above.
10. Emaginet teaches: (claim 4) printing a coupon at the client system.
11. Emaginet teaches claims 5 and 6 inherently. Since (claim 5) the selecting is done according to the device ID, the request must include the device ID. The device ID must be automatically included (claim 6) because there is no other way for the ID to be provided. (The user does not know the ID.)
12. Emaginet teaches (claims 14 and 15) transmitting advertising data, because a coupon reads on advertising data.
13. Claims 2, 9-13, 16-18, 20, 22 and 23 are rejected under 35 U.S.C. 103(a) as obvious over Emaginet.
14. Emaginet does not teach (claims 2 and 20) that the demographic characteristics include the user's postal zip code or state of residence. Because many products can best be targeted by geographic region (e.g., regional foods or resort services), it would have been obvious to one of ordinary skill in the art, at the time of the invention, to include postal zip code or state of residence in the collected demographic characteristics.
15. Emaginet does teach (claims 9 and 10) a GUI. Emaginet does not teach displaying a flashing icon when a new coupon is available. Because they are both a convenience and a reward for users, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to display a flashing icon when a new coupon is available.

16. Emaginet does not teach (claims 11-13, 22 and 23) encrypting or double encrypting the coupons. Because coupons are valuable and encryption discourages theft, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to encrypt or double encrypting the coupons, the double encryption used for the more valuable coupons.
17. Emaginet does not teach (claims 16-18) storing and encrypting a user detected events history file. Because purchase (detected) events are useful in targeted marketing and because encryption would help protect the user's privacy, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to store and encrypt a user detected events history file.
18. Claims 7 and 8 are rejected under 35 U.S.C. 103(a) as obvious over Emaginet in view of Phaal. Emaginet does not teach automatic request transmission at predetermined intervals. Phaal teaches automatic request transmission at predetermined intervals (col. 3 lines 47-55 and col. 12 lines 42-45). Because Phaal teaches that the invention is a low cost mechanism to significantly enhance service (col. 2 lines 44-45), it would have been obvious to one of ordinary skill in the art, at the time of the invention, to add the teaching of Phaal to that of Emaginet.

#### ***Allowable Subject Matter***

19. Claims 24 and 25 are allowed.
20. The following is an examiner's statement of reasons for allowance: the closest prior art, Emaginet and the Kepecs US patent, do not teach or suggest disabling access to the URL by the user. Logan et al. teaches preventing access to the URL (web pages) by the user, but the prior art does not suggest combining this reference with either Emaginet or Kepecs.

#### ***Conclusion***

21. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).
22. A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of

the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

23. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 703-308-3331. The examiner can normally be reached from 6:30 AM to 5 PM ET, Monday to Thursday. The examiner can also be contacted by e-mail at [donald.champagne@uspto.gov](mailto:donald.champagne@uspto.gov), and *informal* fax communications may be sent directly to the examiner at 703-746-5536.
24. The examiner's supervisor, Eric Stamber, can be reached on 703-305-8469. The fax phone numbers for the organization where this application or proceeding is assigned are 703-872-9326 for regular official communications and 703-872-9327 for After Final official communications. Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-872-9235.
25. **ABANDONMENT** – If examiner cannot by telephone verify applicant's intent to continue prosecution, the application is subject to abandonment six months after mailing of the last Office action. The agent, attorney or applicant point of contact is responsible for assuring that the Office has their telephone number. Agents and attorneys may verify their registration information including telephone number at the Office's web site, [www.uspto.gov](http://www.uspto.gov). At the top of the home page, click on Site Index. Then click on Agent & Attorney Roster in the alphabetic list, and search for your registration by your name or number.

  
Donald L. Champagne  
Examiner  
Art Unit 2162

25 April 2002